

HOW TO CREATE AN EMAIL MARKETING CAMPAIGN

How to Ensure Your Email is Delivered to the Right Place at the Right Time

Visit the Email Marketing Homepage at www.infousa.com/email-campaigns.

STEP ONE

Click “Learn More” to begin creating your custom campaign.

The screenshot shows the infoUSA website interface. At the top right, there is a 'Live Chat | Help' button and a phone number '888.297.0899'. The navigation menu includes 'About Us', 'Mailing Lists & Leads', 'Email Marketing', 'Direct Mail Marketing', 'Products & Services', 'My Account', and 'Logout'. The main content area is titled 'Our Email Marketing Services' and contains several sections:

- Email Campaigns:** 'Build your email campaigns quickly and easily or have one of our email experts do it for you.' Includes a 'Learn More >' button.
- Need Emails?:** 'Leverage our industry-leading, verified email database to add to or complete your list.' Includes a 'Learn More >' button.
- Email Maintenance:** 'Clean up undeliverable addresses from your email database. Find Out How >'
- Prospecting with Emails:** 'Win new business with our online data. We've got the leads you need. Learn More >'

 A sidebar on the right features a 'Learn More' section titled 'Trust America's Largest Email Marketing Provider' with a video player and a 'Contact Our Email Experts Now' link. Below this is a 'Get our FREE Guide: "The Best Practices of Email Marketing"' section with a 'Download Now >' button. A red arrow points from the 'Learn More >' button in the 'Email Campaigns' section to the 'Learn More' button in the sidebar. At the bottom, there is a footer with links for 'Customer Service', 'Tools & Services', 'About Us', and 'Legal Information'.

STEP TWO

Select whether you want to send a Business Campaign or Consumer Campaign.

infoUSA® Speak with our Experts 888.999.6663 [Live Chat](#) [Help](#)

About Us Mailing Lists & Leads Email Marketing Direct Mail Marketing Products & Services My Account Logout

Email Campaigns

DIY Email Campaigns Or Our Experts Can Do It For You

From targeting the right prospects, designing your email, to delivering and tracking your message, we can help every step of the way. *Let's get started today!*

Follow the simple 3 step process to launch your email campaign:

- 1 Build your email list.
- 2 Select or upload your template.
- 3 Send!

Launch your email campaign now...

[Business Campaigns »](#) [Consumer Campaigns »](#)

OR Let our email experts do it for you!
Our experts will create your list, design and customize your entire email campaign! [Contact Us »](#)

Learn More

Trust America's Largest Email Marketing Provider

Every year, InfoUSA deploys an average of 176 Million emails for thousands of businesses, and spends over \$50 million collecting and verifying our contact data.

To learn how our Email Marketing Services can help grow your business watch this video or [Contact Our Email Experts Now](#)

Our Email Marketing Services

STEP THREE

Build and create your customized list.

infoUSA® Speak with our Experts 800.835.5856 [Live Chat](#) [Help](#)

About Us Mailing Lists & Leads Email Marketing Direct Mail Marketing Products & Services Resources Sign In Register

Home > Email Solutions > Business Email Campaign > Type of Business [Learn more](#)

What businesses are you trying to reach?

[Type of Business](#) [Size of Business](#) [Other Selections](#) [Geography](#) [Review Criteria](#)

[Back](#) [Continue](#)

- Search for an Industry Type or Business Name
Type in key terms or a company name
- Choose an industry category from a list
Pick your business type(s) from an expandable list
- SIC Codes or Ranges
Enter specific SIC Codes or Ranges
- NAICS Codes or Ranges
Enter specific NAICS Codes or Ranges
- All Businesses
Select all businesses in a particular geography

[Back](#) [Continue](#)

You currently have:
8,215,554 Emails to Blast
[Update Count](#)
[View Price](#)

Important Notice!
You are not buying a list of email addresses; you are buying a targeted email marketing campaign.
To learn more, [click here](#).

Selected Criteria: [Delete](#)

Type Of Business
Size Of Business
Geography
Other Selections
[Email Campaign](#)
[Business Emails](#)

STEP FOUR

When you have finished building your list, click “Continue.”

If you have any trouble, contact an InfoUSA email expert 888.297.0899.

The screenshot shows the 'Review Criteria' page on the InfoUSA website. The top navigation bar includes 'About Us', 'Mailing Lists & Leads', 'Email Marketing', 'Direct Mail Marketing', 'Products & Services', 'Resources', 'Sign In', and 'Register'. The main content area has a breadcrumb trail: 'Home > Email Solutions > Business Email Campaign > Review Criteria'. Below this are tabs for 'Type of Business', 'Size of Business', 'Other Selections', and 'Geography'. A 'Print this page' link and a 'Continue' button are visible. A text box explains data accuracy with a '100% Phone Verified' badge. Below are filters for 'Type Of Business', 'Size Of Business', 'Other Selections', and 'Geography', with a 'ZIP Code' field set to '68046'. A sidebar on the right shows 'You currently have: 528 Emails to Blast' with a 'View Price' button, an 'Important Notice!' box, and 'Additional Options' like 'Save Search', 'New Search', and 'Exclude Lists'.

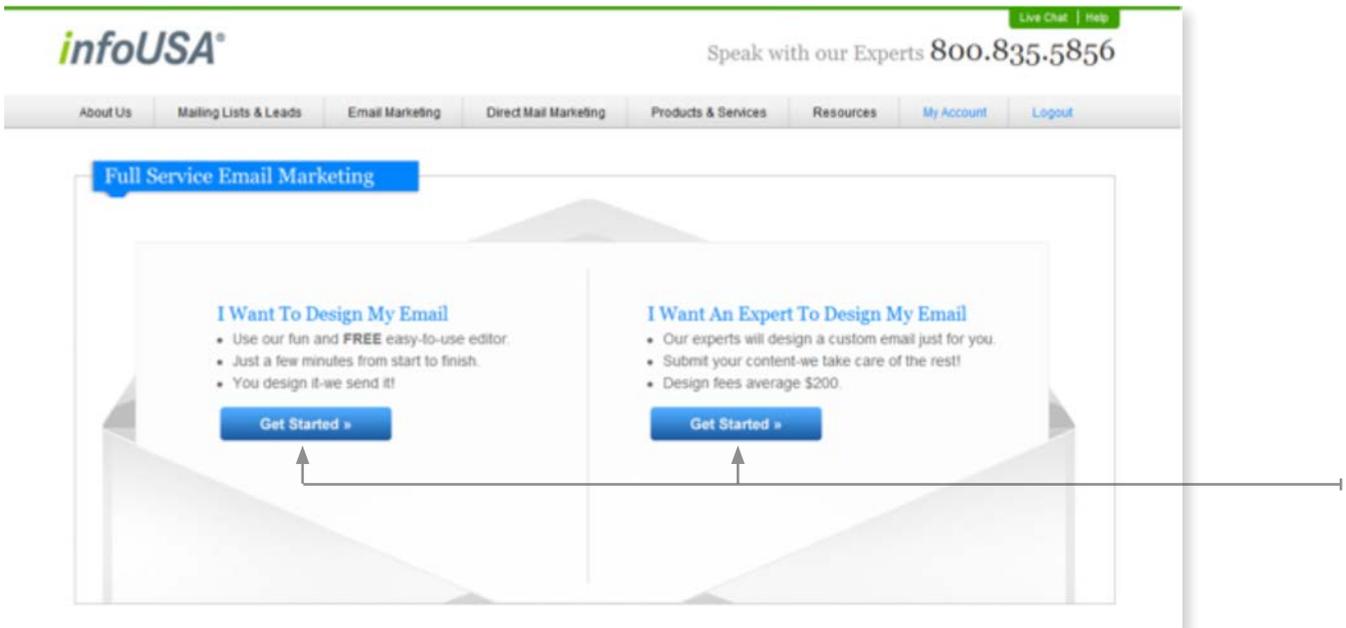
STEP FIVE

Now that you have identified your prospects, name your campaign and click “Continue” to build your email campaign. If you prefer to have fewer leads select “I want fewer leads” from the top right hand column and follow the steps accordingly.

The screenshot shows the 'Package Details' page on the InfoUSA website. The breadcrumb trail is 'Home > Email Solutions > Review Criteria > Package Details'. The main content area features an 'Email Campaign Package' section with 'Your Price: \$154.18' and a 'Continue' button. Below this, it says 'You have identified your prospects!' and 'Name your campaign and click Continue to build your message!'. There is a 'Campaign Name' input field with a note: 'This is the name that will be used to track your campaign. This name will not appear in your email.' A section titled 'I've got a count and price; what comes next?' lists three steps: 'Modify a template or work with an email expert to create a custom email message.', 'Choose the day and time you want the email to be sent.', and 'Get accurate reporting including the number of emails sent, how many were delivered, how many were opened and the number of time recipients clicked on links in the email.' A second 'Continue' button is at the bottom. A sidebar on the right shows 'You currently have: 528 Leads' with an 'I want fewer leads' link, and 'Additional Options' like 'Save Search', 'Change Criteria', 'See Leads on a Map', and 'Free Market Research Report'.

STEP SIX

To design your own email campaign using our self service tool, click “Get Started” under the “I want to Design My Email” category. Or if you prefer to have one of our email experts help you please call 888.297.0899, or click “Get Started” under “I want an Expert to Design My Email”.

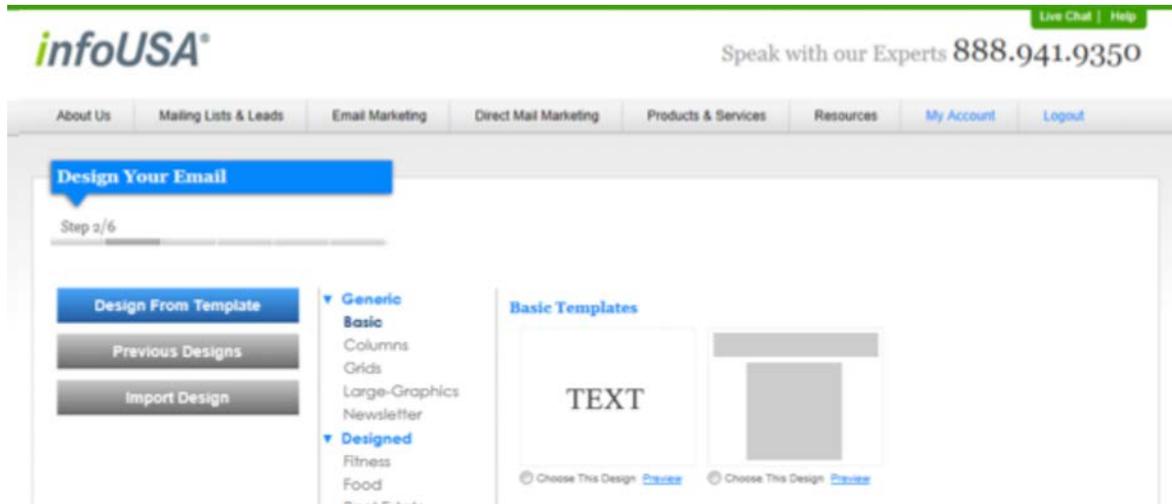


STEP SEVEN

Complete the Email Campaign form to set up your email campaign. First, give your campaign a name so you can refer back to it as needed. Next, enter the copy that will appear in the subject line of your email. Finally, enter the email and mailing addresses of the company sending the email, and click “Next.”

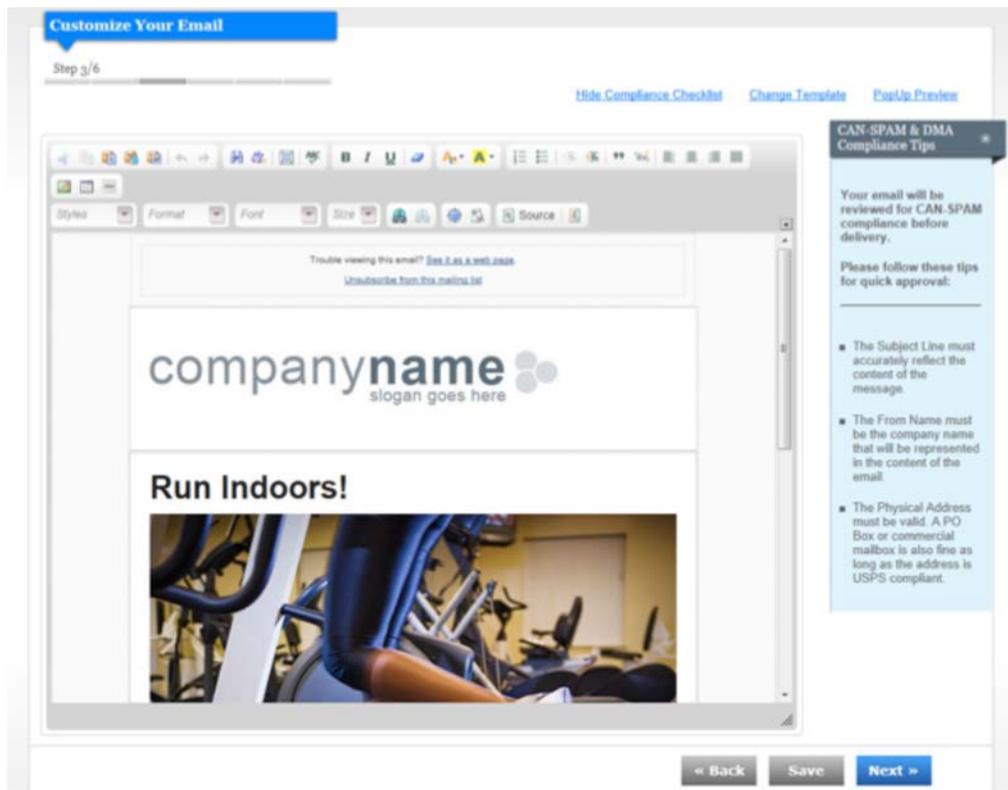
STEP EIGHT

Now it is time to design your template. Select one of our professionally designed templates, or import your own design into a generic template. Once you have selected your option click “Next.”



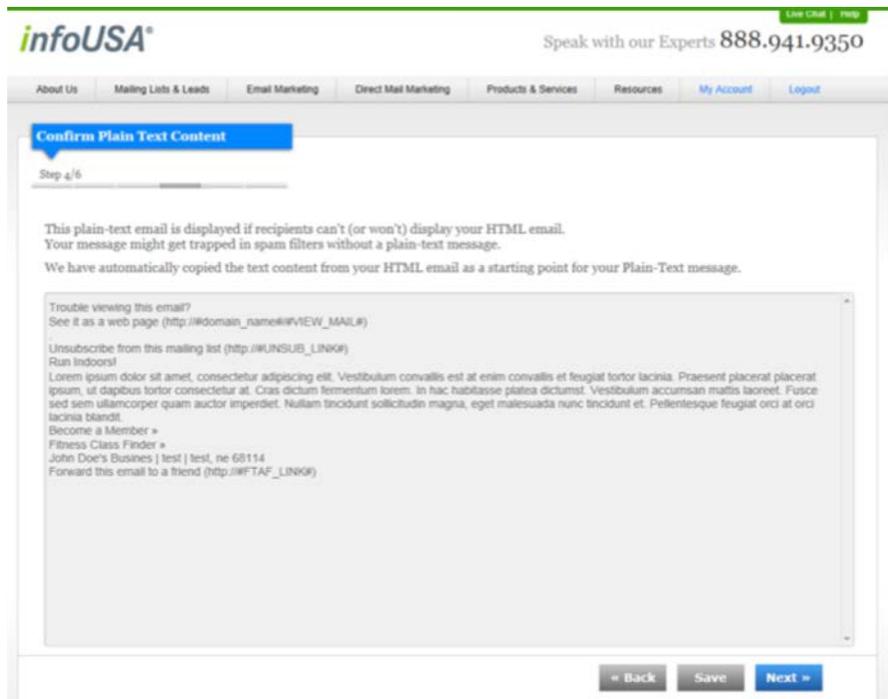
STEP NINE

Now you are ready to customize your email campaign to fit your marketing needs. Double clicking on an area will bring you to an editing screen where you can insert images and add custom copy. When you have made all desired changes, click “Next.”



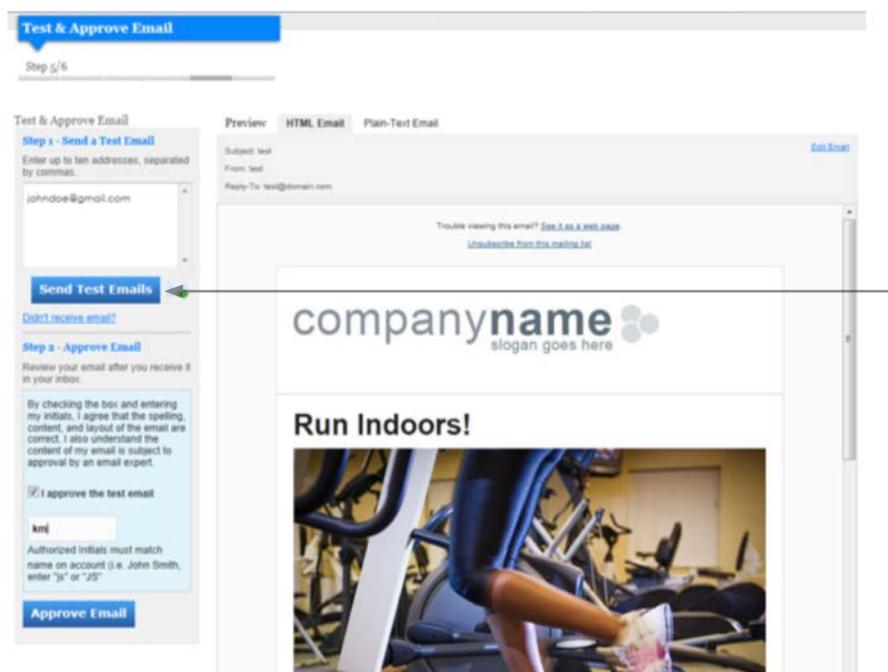
STEP TEN

Confirm that the plain text content of your email is displayed correctly for your email campaign. If you need to edit the copy select the “Back” button to update. Otherwise click “Next.”



STEP ELEVEN

To test your email campaign, enter your test email addresses in the left hand column and select “Send Test Emails.”



STEP TWELVE

Review the email sent and select “I approve the email test” box, enter your initials as indicated and select “Approve Email.”

Test & Approve Email

Step 2/5

Test & Approve Email

Step 1 - Send a Test Email

Enter up to ten addresses, separated by commas.

john.doe@gmail.com

Send Test Emails

Step 2 - Approve Email

Review your email after you receive it in your inbox.

By checking the box and entering my initials, I agree that the spelling, content, and layout of the email are correct. I also understand the content of my email is subject to approval by an email expert.

I approve the test email

knl

Authorized initials must match name on account (i.e. John Smith, enter "JS" or "JS")

Approve Email

Preview HTML Email Plain-Text Email

Subject: test

From: test

Reply-To: test@domain.com

Trouble viewing this email? [See Text & HTML](#)
[Unsubscribe from this mailing list](#)

companyname
slogan goes here

Run Indoors!

Back Save Approve Email

STEP THIRTEEN

Now that you have completed the design of your email campaign, schedule when you would like it to be released. If you agree to the Terms & Conditions hit “Next.”

infoUSA®

Speak with our Experts 888.941.9350

About Us Mailing Lists & Leads Email Marketing Direct Mail Marketing Products & Services Resources My Account Logout

Schedule Email Campaign

Step 4/5

Date & Time

Important Notice: Because all outgoing email campaigns must be reviewed by an email expert for content during business hours, please allow 1 business day for content approval.

I would like my email to be sent on this date and time

7/12/2012

12:00 PM (CST) Central Standard Time

Opt-Out List Options

Do you have an opt-out list?

Yes

No (Most customers choose this option)

I am not going to supply an opt-out list

By checking this box, I agree to these [Terms & Conditions](#)

Seed List

Add email addresses that you would like to receive the scheduled email blast. Email addresses (enter up to ten addresses, separated by commas ";")

Back Save Next

Congratulations! You have successfully created and scheduled an Email Campaign. You can proceed to checkout to complete your transaction. If you have any questions about InfoUSA’s Email Campaigns please contact us at 888.297.0899.